

Rep Order# 6868986 Ver# 1 Status New  
EC'd Yes

## Traffic Order#

Printed: 10/29/2012 1:28 PM  
Last Received: 10/29/2012 12:59 PM  
Showing Buylines: All Lines

1 of 6

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) .AMER. CROSSROADS  
Product American Crossroads  
Estimate# 1323  
Buyer Emily Milhoan  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1323  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

## --- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/30-10/30	1	1	1	\$1,200.00	
	2	W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	3	TH	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	11/01-11/01	1	1	1	\$1,200.00	
	4	F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	5	M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	6	W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	
	7	F	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$2,000.00	11/02-11/02	1	1	1	\$2,000.00	
	8	W	7A-9A	TODAY SHOW	:30	\$3,800.00	10/31-10/31	1	1	1	\$3,800.00	
	9	F	7A-9A	TODAY SHOW	:30	\$3,800.00	11/02-11/02	1	1	1	\$3,800.00	
	10	TU	11A-12P	RACHEL RAY	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	11	W	11A-12P	RACHEL RAY	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	12	TH	11A-12P	RACHEL RAY	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	13	F	11A-12P	RACHEL RAY	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	14	M	11A-12P	RACHEL RAY	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	

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	15	TU	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	16	W	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	17	TH	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	18	F	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	19	M	12P-1230P	NEWS 3 AT NOON	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	20	TU	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	21	TH	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	22	M	1230P-1P	NEWS 4: THE AGENDA	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	23	TU	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00	
	24	TH	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	
	25	M	1P-2P	DAYS OF OUR LIVES	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	26	TU	2P-3P	THE DOCTORS	:30	\$650.00	10/30-10/30	1	1	1	\$650.00	
	27	W	2P-3P	THE DOCTORS	:30	\$650.00	10/31-10/31	1	1	1	\$650.00	
	28	TH	2P-3P	THE DOCTORS	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
	29	F	2P-3P	THE DOCTORS	:30	\$650.00	11/02-11/02	1	1	1	\$650.00	
	30	M	2P-3P	THE DOCTORS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	

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	31	W	3P-4P	DR. PHIL	:30	\$1,200.00	10/31-10/31	1	1	1	\$1,200.00	
	32	F	3P-4P	DR. PHIL	:30	\$1,200.00	11/02-11/02	1	1	1	\$1,200.00	
	33	TU	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	10/30-10/30	1	1	1	\$1,800.00	
	34	TH	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	11/01-11/01	1	1	1	\$1,800.00	
	35	M	4P-5P	NEWS 3 AT 4	:30	\$1,800.00	11/05-11/05	1	1	1	\$1,800.00	
	36	W	630P-7P	JEOPARDY	:30	\$3,400.00	10/31-10/31	1	1	1	\$3,400.00	
	37	F	630P-7P	JEOPARDY	:30	\$3,400.00	11/02-11/02	1	1	1	\$3,400.00	
	38	TU	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/30-10/30	1	1	1	\$3,400.00	
	39	W	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	10/31-10/31	1	1	1	\$3,400.00	
	40	TH	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	11/01-11/01	1	1	1	\$3,400.00	
	41	F	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	11/02-11/02	1	1	1	\$3,400.00	
	42	M	7P-730P	WHEEL OF FORTUNE	:30	\$3,400.00	11/05-11/05	1	1	1	\$3,400.00	
	43	TU	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/30-10/30	1	1	1	\$1,800.00	
	44	W	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	10/31-10/31	1	1	1	\$1,800.00	
	45	TH	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	11/01-11/01	1	1	1	\$1,800.00	
	46	F	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	11/02-11/02	1	1	1	\$1,800.00	
	47	M	730P-8P	FACE TO FACE W/ JON RALSTON	:30	\$1,800.00	11/05-11/05	1	1	1	\$1,800.00	

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	48	W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	10/31-10/31	1	1	1	\$2,800.00	
	49	F	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	11/02-11/02	1	1	1	\$2,800.00	
	50	W	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$700.00	10/31-10/31	1	1	1	\$700.00	
	51	F	1235A-135A	LATE NIGHT W/JIMMY FALLON	:30	\$700.00	11/02-11/02	1	1	1	\$700.00	
	52	TU	135A-205A	LAST CALL WITH CARSON DALY	:30	\$350.00	10/30-10/30	1	1	1	\$350.00	
	53	TH	135A-205A	LAST CALL WITH CARSON DALY	:30	\$350.00	11/01-11/01	1	1	1	\$350.00	
	54	M	135A-205A	LAST CALL WITH CARSON DALY	:30	\$350.00	11/05-11/05	1	1	1	\$350.00	
	55	TH	10P-11P	ROCK CENTER-BRIAN WILLIAMS	:30	\$6,400.00	11/01-11/01	1	1	1	\$6,400.00	
	56	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
	57	SA	7A-9A	SATURDAY TODAY	:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
	58	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$1,500.00	11/03-11/03	1	1	1	\$1,500.00	
	59	SA	5P-630P	KSNV EARLY NEWS	:30	\$1,350.00	11/03-11/03	1	1	1	\$1,350.00	
	60	SA	630P-7P	JEOPARDY	:30	\$1,050.00	11/03-11/03	1	1	1	\$1,050.00	
	61	SA	7P-730P	WHEEL OF FORTUNE	:30	\$1,050.00	11/03-11/03	1	1	1	\$1,050.00	
	62	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	11/03-11/03	1	1	1	\$2,800.00	

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	63	SA	1130P-103A	SATURDAY NIGHT LIVE	:30	\$4,000.00	11/03-11/03	1	1	1	\$4,000.00	
	64	SA	102A-132A	1ST LOOK	:30	\$270.00	11/03-11/03	1	1	1	\$270.00	
	65	SA	132A-202A	OPEN HOUSE NYC	:30	\$270.00	11/03-11/03	1	1	1	\$270.00	
	66	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$1,000.00	11/04-11/04	1	1	1	\$1,000.00	
	67	SU	7A-8A	TODAY ON SUNDAY	:30	\$4,000.00	11/04-11/04	1	1	1	\$4,000.00	
	68	SU	8A-9A	MEET THE PRESS- N/A 11/4	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	69	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	70	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
	71	SU	4P-515P	FOOTBALL NIGHT IN AMERICA	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	72	SU	530P-830P	SUN NT FB: N ORLEANS @ DEN	:30	\$14,000.00	11/04-11/04	1	1	1	\$14,000.00	
	73	SU	530P-830P	SUN NT FB: GB @ HOUSTON	:30	\$24,000.00	11/04-11/04	1	1	1	\$24,000.00	
	74	SU	830P-930P	NEWS 3 LIVE (FOLLOWING NFL)	:30	\$3,600.00	11/04-11/04	1	1	1	\$3,600.00	
	75	SU	930P-10P	JEP	:30	\$2,400.00	11/04-11/04	1	1	1	\$2,400.00	
	76	SU	10P-11P	L&O	:30	\$2,400.00	11/04-11/04	1	1	1	\$2,400.00	
	77	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$2,800.00	11/04-11/04	1	1	1	\$2,800.00	
	78	TU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/30-10/30	1	1	1	\$400.00	

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	79	W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	10/31-10/31	1	1	1	\$400.00	
	80	TH	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	11/01-11/01	1	1	1	\$400.00	
	81	SU	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	11/04-11/04	1	1	1	\$400.00	
	82	M	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	

## ---REPORT TOTALS---

Report Totals: 82 / \$176,890.00

## ---SALES MONTHLY TOTALS---

Nov 12: 82 / \$176,890.00

Sales Totals: 82 / \$176,890.00

Station Totals: 82 / \$176,890.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

## ---COMPETITIVE---

Market Totals	\$707,560	CATV	0%	KBLR	0%	KINC	0%	KLAS	25%	KSNV	25%
		KTNV	25%	KTUD	1%	KVCW	2%	KVMY	3%	KVVU	19%
		XXXX	0%								

## ---COMPETITIVE COMMENTS---

EST SHARES

Books	NOV12
Demos	RA35+

## --- CREDIT RISK ---

CASH IN ADVANCE